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California Polytechnic State University

April 17, 2003

MEDIA ADVISORY**SUBJECT:** Design Village Competition at Cal Poly's Open House April 25-27**CONTACT:** Ray Ladd, (805) 756-7432 or rladd@calpoly.edu**STUDENT CONTACT:** Ben Green, Event Coordinator, (805) 235-5297 or design_village@hotmail.com**CONTACT DURING COMPETITION:** Ben Ross, (805) 801-7229 cell phone

WHAT: Design Village is a competition in which students from colleges and universities across the western United States design shelters at their home campuses, then transport all of the required materials to Cal Poly's Poly Canyon, where they build structures that suit the year's theme and inhabit them for the three days of the event. They are judged on craftsmanship, cost efficiency, excellence in design, suitability to the theme -- "Vegas Baby!" this year -- and public response to their creativity. It is sponsored by Cal Poly's College of Architecture and Environmental Design and other supporters. Students from the college's departments are organizing the competition.

WHEN: The Design Village competition will be held during the campus's Open House April 25-27. At about 8 a.m. April 25, the teams begin the one-mile hike up Poly Canyon, carrying their materials. Competitors must attempt to complete construction by nightfall. The public viewing day is April 26, with free shuttles from the central campus running 10 a.m.-4 p.m. and the judging of the entries 10 a.m.-2 p.m. The presentation of the awards takes place at 11 a.m., April 27.

WHO: More than 150 students in 20 teams from 15 colleges are expected to participate. Judges this year include a member of RRM Design Group of San Luis Obispo, Steve Badanes of the Jersey Devil architecture firm, Construction Management Professor Nick Watry and Architecture Lecturer Robert Peña. In keeping with the "Vegas Baby!" theme, a residential construction team from the architecture and planning firm KTG Y Group Inc., which builds in Las Vegas, will be on hand. Those design firms along with radio station K-Otter are helping to provide

the shuttles, meals and awards for the competitors.

FREE SHUTTLES: Poly Canyon, about a mile up Poly Canyon Road, is easily accessible from the northeast portion of Cal Poly's central campus. Admission and shuttle rides to the site are free. The shuttle pick-up location is in the parking lot at the corner of Poly Canyon Road and North Perimeter Drive. Visitors may also walk to the site.

A QUOTE FROM THE ORGANIZER: "We invite the public to come see the spectacle of Design Village. This is a chance to see students build their Open House accommodations with their own two hands," said Ben Green, student director of the competition. "You'll see students from all over the nation turning the Poly Canyon site into 'Vegas Baby!' The temporary structures built by the teams will emulate the character and layout of the Las Vegas Strip, with a glitzy entrance, an enormous show girl, even a tension bridge similar to the Brooklyn Bridge at New York, New York."

MISCELLANY:

- * A landscape installment will be featured at this year's site entrance.
- * A new "Tensile Structure" will be the designated community center for Design Village. Its dedication is at 2 p.m. April 26.
- * After the Tensile Structure dedication and in celebration of 40 years of building permanent experimental structures in Poly Canyon, students and faculty members will lead visitors on a special, first-time-ever guided tour around an estimated one-mile loop.
- * Design Village originated in 1974 as a competition to design disaster-relief shelters.

ACCESS FOR NEWS COVERAGE: Members of the news media with credentials should exit Highway 101 at Grand Avenue. Follow the signs north to Cal Poly and pass through the traffic checkpoint. At the end of Grand Avenue, turn right onto Perimeter Drive and then right on Poly Canyon Road. Media vehicles with credentials will be allowed access up the canyon. Those without credentials should enter campus from Highway 1 at Highland Drive and park near the shuttle location noted above.

IMAGES: A student-created DVD that includes a poster-flyer, a canyon contour map, directions and other files is available on request.

NOTE TO EDITORS: *For a photo of the Tensile Structure, please contact Public Affairs at (805) 756-1511 or polynews@polymail.calpoly.edu.*

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